

## Tanya Singh | Product Designer

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Dedicated and results-driven Product Designer with hands-on experience in utilising end-to-end research methodologies to enhance user experiences. I am passionate about leveraging research to design impactful and user-centred solutions that meet diverse users.

## Experience

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### Product Designer @Piggy AI, Remote (June 2024 - Present)

- Leading end-to-end design using agile methodology to design a AI financial management app.
- Conducted 15 user discovery interviews to gain insights into user perspectives on personal finance.
- Facilitating post-beta testing interviews to evaluate user perceptions of the app and identify areas for improvement.
- Partnering with co-founders and engineers on weekly calls to develop journey maps and prioritise requirements through **design thinking methodology**.
- Creating UX wireframe to communicate design ideas and pixel-perfect high-fidelity UI on Figma referencing Human Interface Guidelines for iOS
- Ensuring consistent design pattern across Piggy by building and contributing to the design library.
- Adhering to the **WCAG 2.0 A/AA** to promote accessibility within the app.
- Collaborating with developers to understand technical constraints around AI and brainstorm idea to deal with UI development challenges, while working with React.

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### UX Designer and Researcher @R/GA, London (April 2023 - June 2023)

- Challenged the blurred boundaries between humans and AI by creating a thought-provoking experience, using speculative design approaches.
- Gained profound insights by exploring the influence of AI on human behaviour through 10 user interviews, 15 in-person surveys, 3 design workshops, body-storming, and artefact analysis.
- Facilitated **discovery workshop** to understand and uncover further insights.

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### UX Designer and Researcher @Southwark Council, London (Feb 2023 - March 2023)

- Fostered discussion on Southwark's future by developing the "Southwark 2030" toolkit.

- Improved toolkit's effectiveness by conducting in-person surveys to understand the impact of borough's physical surroundings on local residents.
  - Conducted **guerrilla testing** with 12 participants by employing **co-design methods** that further enriched the research insights.
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### **Junior Product Designer** @Koflucence (Sept 2020 - July 2022)

- Led the design of Koflucence Wallet, the proposed designs aided in processing over **100,000 direct payments**, and increased operations' team **efficiency by 60%**.
- Collaboration with developers on A/B Testing resulted in a **2% increase in user retention**.
- Delivered high-priority requirements using **double diamond framework** established by British Design Council.
- Utilised end-to-end user research methods, including one-to-one interviews, usability testing and competitive analysis in an agile fast-paced environment to define customer problems.
- Designed B2B SaaS-based ecosystem (iOS, Android and web platform) for influencers, brands, and in-house operations.
- Contributed in developing foundational elements of core design system.
- Incorporated a multi-lingual accessibility feature to cater to Tier 2 and Tier 3 cities.

## **Education**

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**MA User Experience Design** @ UAL:London College of Communication (Oct 2022 - Feb 2024)

Thesis: Unveiling personal narratives through design probes | Grade: Distinction

**BSc. Animation** @ Manipal Academy of Higher Education (2017-2020)

Grade: Merit